



WEBSITE EXPERIENCE

www.liftoffagent.com



website

Introduction

How are you guiding the views that come to your website and are you maximizing the opportunity of every single one of your viewers and visitors.

Your website is more than just a digital business card or something nice to look at –it's the **lifeblood of your business. It's your opportunity to showcase professionalism and create a powerful customer journey.**



Your site should be designed to build know, like, and trust while educating buyers, sellers, potential movers to your area, and even your past database. It can track who visits, downloads your guides, fills out your forms—and here's the best part: you can even capture contact information from visitors without them filling out a single thing.

We've already developed 10 game-changing tools specifically for your real estate website. I highly recommend you download them—they directly support everything we've just outlined.

Let's start this journey by focusing on your future clients. Ask yourself this important question:

Why would someone visit your website?

The truth is—they won't, unless you're actively driving traffic there. That means mentioning it while networking, linking to it through your email or text campaigns, and talking about it on your social media or YouTube videos.

But here's the key: You wouldn't drive anyone to your website unless you've already set up a powerful customer journey. That's exactly why you're reading this document—to follow a proven process that sets everything in motion.



Guide Visitors Through Your Website with a Walkthrough Video

The first step in creating a powerful customer journey begins the moment someone visits your website. Just like you would walk a buyer through a home you're selling, you want to walk your website visitors through your site using a video tour.

[BUY](#)[SELL](#)[EXPLORE THE AREA](#) ▼
RELOCATION[COASTAL HOMES](#)[ABOUT](#)[BLOG](#)[CONTACT US](#)

EXPERT GUIDANCE EVERY STEP OF THE WAY

Find Your Dream Home in San Diego

Whether you're a first-time buyer or searching for your next perfect property, navigating the San Diego real estate market requires the right expertise. With over 15 years of experience, I'm here to simplify the process and help you find a home that fits your unique lifestyle. From beachfront bliss to vibrant urban living, let's make your dream of owning a home in San Diego a reality.



In your video, cover the following key areas:

- **Buying a Home:** Direct them to your Buyers Page. Show them the value you provide there—guides they can download, forms they can fill out, and educational videos they can watch.

- **Selling a Home:** Highlight your Sellers Page in the same way. Walk them through the resources available and explain how you help homeowners list and sell successfully.
- **Relocation Services:** If you specialize in relocation, mention it. Direct them to your YouTube videos or pages where you walk through that process in more detail.
- **Past Client Resources:** Add even more value by showing past clients where they can download your preferred vendor list—painters, pool maintenance, pest control, home security providers, etc.

Once you've filmed your walkthrough using [Loom.com](https://loom.com) with your computer's camera and microphone, **upload the video to YouTube as an unlisted video**. Then embed it on your homepage so it automatically plays or is easily visible to new visitors.

💡 **Need help?** Set up a no-obligation strategy call with Liftoff Agent—we'll guide you through the process step-by-step.

2 Build Out Your Buyer Page Using Your Walkthrough Video

Now that you've created your walkthrough video, let's use it as the framework to build out the rest of your website—starting with your **Buyer Page**.

Your Buyer Page should include the following key elements:

✓ INTRO VIDEO

Create a short video explaining the home buying process when working with you. This video helps build trust and sets expectations early on.

✓ BUYER INTAKE FORM

Include a form that gathers critical information, such as:

- How far out they are from buying (e.g., 3–6 months)
- Their current budget
- Whether they have a pre-approval letter
- If they're already working with a loan officer
- Their level of motivation to move forward

This helps you understand where they're at in the process and how to best serve them.

✓ DOWNLOADABLE BUYER'S GUIDE

Provide a comprehensive Buyer's Guide that aligns with your intro video. This guide should outline:

- What to expect when working with you
- The steps in the buying process
- Key tips and educational content

✓ PREFERRED PARTNER CONNECTIONS

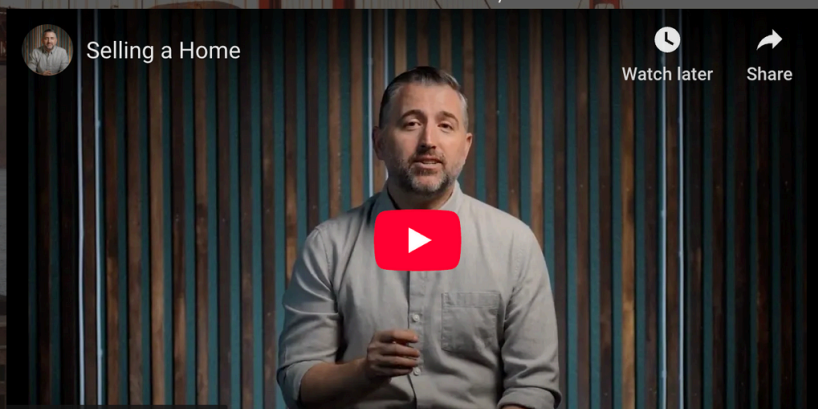
Take it a step further by offering value-added partnerships:

- Link to your preferred lender, credit specialist, and financial advisor.
- For buyers not ready to purchase within 3–6 months, offer clear next steps to improve their credit or finances.
- This proactive support not only builds trust but also secures future business when they're ready to buy
- By setting up your Buyer Page with these elements, you're creating a high-converting customer journey that's clear, supportive, and built to scale your real estate business.

SAN FRANCISCO BAY AREA REAL ESTATE

SELL WITH ADAM

Find out how my *Concierge Method* will help you sell your East Bay home faster and for more money.



3

Build Out Your Seller Page

Your Seller Page is a powerful opportunity to add value, build trust, and convert potential sellers into clients. Here's how to make it impactful:

✓ INTRO VIDEO

Create a video walking sellers through what it's like to work with you. Highlight your unique approach, the process of listing a home, and how you maximize its value.

✓ VIDEO TESTIMONIALS & BEFORE/AFTER SHOWCASES

Include:

- Video testimonials from past seller clients
- Before-and-after photos/videos of homes you've helped stage and sell
- Real results that help establish trust and credibility

✓ SELLER INTAKE FORM

Gather valuable info from potential sellers, such as:

- Why they're selling (e.g., upsizing, relocating, cashing out equity)
- Timeline and urgency

Whether they also plan to buy (creating two transaction opportunities)

✓ DOWNLOADABLE SELLER'S GUIDE

Offer a clear, step-by-step Seller's Guide that aligns with your process. This will help manage expectations and educate sellers from day one.

✓ SELLER JOURNEY CALENDAR

Showcase a visual timeline or calendar that outlines your full selling process:

- Initial consultation
- Formal listing presentation
- Go-to-market strategy
- Key milestones between listing and closing

✓ PREFERRED VENDOR LIST

Provide a downloadable list of trusted vendors such as:

- Cleaners
- Painters
- Landscapers
- Junk removal teams
- Decluttering/home prep specialists

These resources help your clients get their home market-ready—and you can earn a referral margin by partnering with these service providers.

A well-built Seller Page not only provides immediate value but positions you as a professional who anticipates client needs and delivers exceptional service from the very beginning.

4

Relocation Strategy

Relocation clients represent a powerful niche opportunity, and you can serve them in multiple impactful ways. Here's how to structure your relocation strategy:

INSIGHTS TO HELP YOU START YOUR NEW CHAPTER

Relocating to San Diego: What You Need to Know

Thinking about making the move to San Diego? From its stunning coastal views to its vibrant neighborhoods, San Diego offers a unique lifestyle for every stage of life. In this video, you'll learn about the essentials of relocating here—from finding the right community to understanding the local real estate market. Whether you're moving for work, family, or a change of scenery, this guide will help you transition smoothly into your new home. Watch now and get ready to embrace all that San Diego has to offer!



✓ CREATE RELOCATION-FOCUSED YOUTUBE CONTENT

Start by building a YouTube channel filled with valuable local content. Topics may include:

- **Schools in your area**
- **Local parks and outdoor spaces**
- **Restaurants and local hotspots**
- **Neighborhood tours**
- **Things to do in your city or county**

This content is not only helpful for those relocating—it also provides continued value for your past clients and local database.



EMBED AN INTERACTIVE MAP ON YOUR WEBSITE

Add an interactive map feature to your website that organizes your YouTube videos by location.

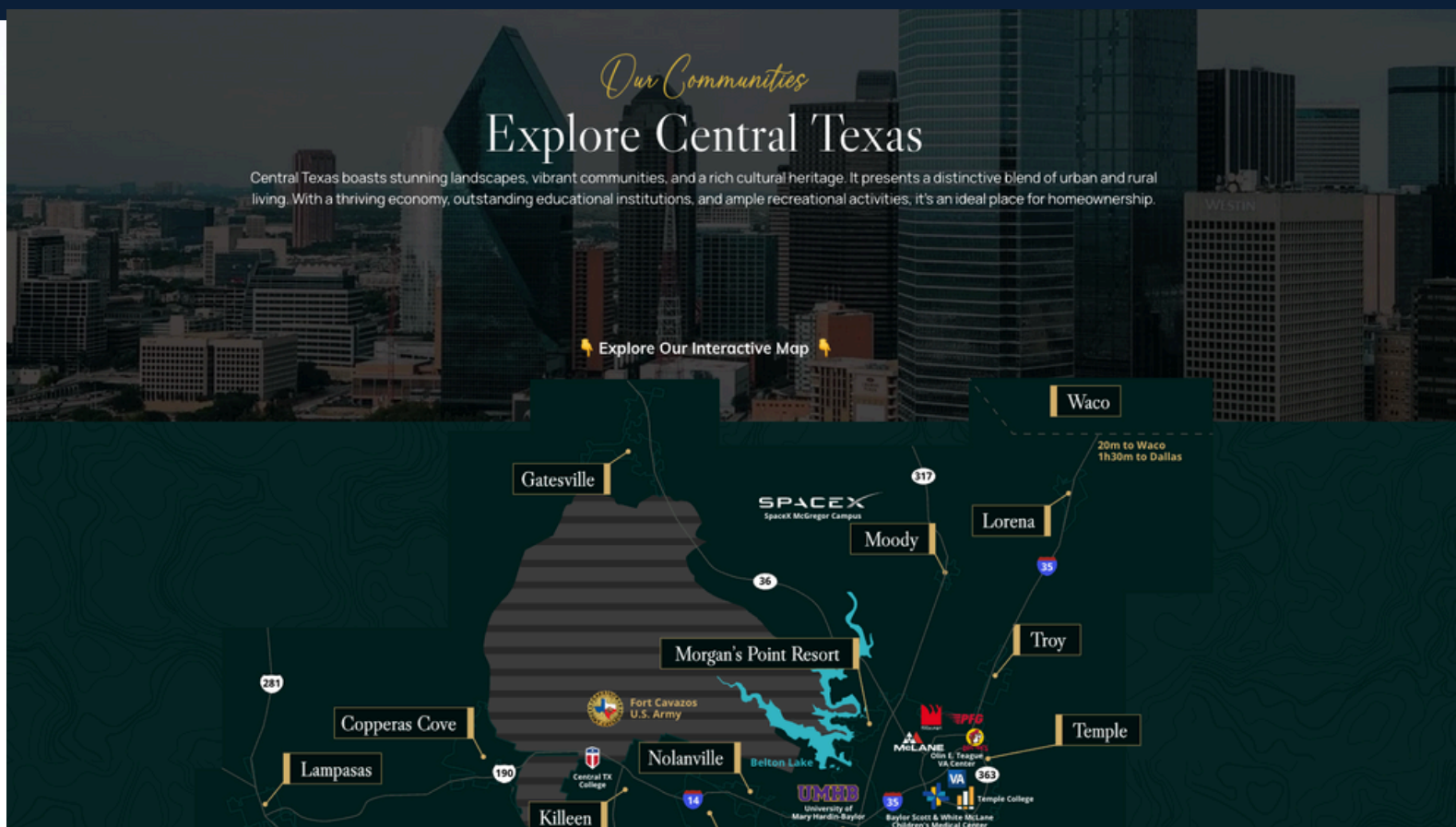
Here's how it works:

- Users click on a city or neighborhood on the map
- They're taken to a dedicated page with a YouTube video about the area
- They can download a relocation guide, fill out an intake form, or request more info.

Add an interactive map feature to your website that organizes your YouTube videos by location. Here's how it works:

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This user-friendly design helps site visitors explore your market visually and intuitively.



✓ **ALTERNATIVE OPTION: VISUAL CITY GALLERY**

If a map isn't feasible, use a photo gallery of local cities or downtown areas, each with the city name displayed. When clicked, the visitor is taken to a dedicated page with:

- A YouTube video
- Key insights about the area
- A downloadable relocation guide
- Intake form for capturing leads

✓ **BOOST SEO WITH VIDEO BLOGS**

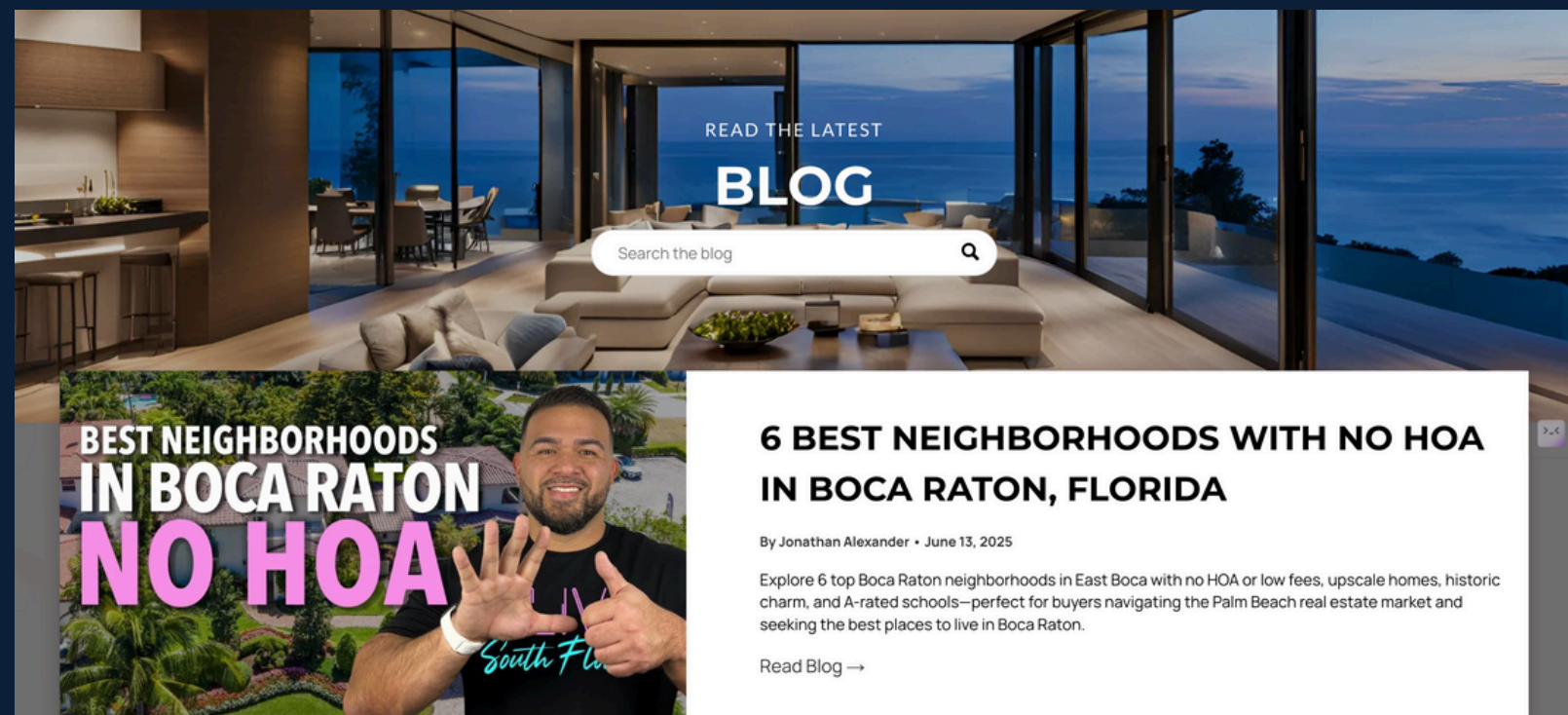
Turn every relocation YouTube video into a written blog post.

Include:

- Video transcript or summary
- Keywords focused on "moving to [City Name]" or "best neighborhoods in [Area]"
- Links to related guides or intake forms

This improves your search engine optimization (SEO) and helps attract organic traffic to your website from Google—not just YouTube.

By creating a thoughtful relocation experience online, you're not only serving those new to your area—you're also building long-term trust and maximizing your visibility in search engines.



THE OPERATIVE GROUP

VENDORS

The Operative Group have built relationships and referral partnerships with some of the best vendors in Lane County area to help make your purchase, sale, or investment as easy as possible!

HOME INSPECTION COMPANIES

PROPERTY MANAGEMENT

PROPERTY MAINTENANCE

ORGANIZING & DOWNSIZING SPECIALIST

MORTGAGE LENDERS

MOLD REMEDIATION

Talk To Us Today!

Name

Email

Phone

Send Message



Maximize Past Efforts Through Vendor Relationships

Over the years, you've likely built valuable relationships with various service providers. Now is the time to leverage those connections to better serve both your future and past clients, while also opening the door to new business opportunities.



BUILD A TRUSTED VENDOR NETWORK

Think about all the vendors who have helped your clients in the past or could assist them in the future:

- Home cleaners
- Lawn care and landscaping professionals
- Pest control services
- Home security providers
- Window washers
- Painters
- Life insurance agents
- Family protection specialists
- And any other trusted professionals in your network

✓ CREATE A FEATURED VENDORS GUIDE

Compile these contacts into a downloadable Vendor List Guide on your website. You can also feature them on a dedicated “Trusted Vendors” page. Let each vendor know:

- They will be promoted to your audience
- You’ll refer them to your clients
- In return, you’d like them to offer a small referral fee or commission when business is generated through your recommendation

This can be positioned as a Referral Partnership Program, where everyone wins—you provide value to your clients, your vendors get new business, and you potentially earn a referral commission.

✓ BUILD LOYALTY AND CREDIBILITY

By offering this resource, you strengthen your relationship with clients by:

- Being seen as a full-service agent who continues to provide value
- Staying top of mind long after the transaction closes
- Creating more touch points for referrals and repeat business



This step is not just about maximizing your past efforts—it's about multiplying your value, monetizing your network, and creating long-term loyalty in your real estate business.

We are now moving on to the next segment. Please note that there will be some repetition throughout this guide—intentionally so. Our goal is to tell you what we're going to tell you, tell you, and then tell you again to ensure you fully absorb and apply the information.

This repetition is designed to help you maximize the opportunity within this guide and avoid missing any critical steps that could impact your future success.

Need Help?

Let's Chat!



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